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ORDER

Print Date 08/28/12

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Flight Dates 09/18/12-09/24/12

Contract / Revision 308876 /

Original Date / Revision
08/28/12 08/28/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021

Product

Issue. PUSA TV 9.18 to 9.24.12

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1561

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	28	\$13,345.00	\$15,700.00	0.00	08/27/12	09/24/12	28	\$13,345.00	\$15,700.00
Totals	28	\$13,345.00	\$15,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	09/18/12	09/18/12	M-F 430am News M-F 430am News	CM	430-5a	-T-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	-T-----		1		\$125.00		0.00					
2	WCPO	09/21/12	09/21/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	----F--		1		\$200.00		0.00					
3	WCPO	09/20/12	09/20/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	---T---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Hiatus Dates

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Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 9.18 to 9.24 Estimate # 1561

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCPO	09/20/12	09/20/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	---T---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$400.00		0.00						
4	WCPO	09/19/12	09/21/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	--W-F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W-F--	2		\$800.00		0.00						
7	WCPO	09/19/12	09/21/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--W-F--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W-F--	2		\$500.00		0.00						
8	WCPO	09/20/12	09/20/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$500.00		0.00						
9	WCPO	09/18/12	09/21/12	M-F 1-2p M-F 1-2p	CM	1258-2p	-T--F--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T--F--	2		\$600.00		0.00						
10	WCPO	09/18/12	09/20/12	M-F 3-4p M-F 3-4p	CM	3-4p	-T-T---	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-T---	2		\$650.00		0.00						
12	WCPO	09/21/12	09/21/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	----F--	:30	1	\$775.00	P-8	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$775.00		0.00						
13	WCPO	09/19/12	09/19/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	--W----	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$800.00		0.00						
14	WCPO	09/20/12	09/20/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$1,000.00		0.00						
E 15	WCPO	09/22/12	09/22/12	SA 6-7p News SA 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S-	:30	1	\$600.00	P-8	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
3	WCPO	09/17/12-09/23/12		SA 6-7p News	558-7p		(5:58 PM-6:30 P-----Sa--	:30	(\$600.00)		0.00	NM			
See MG 15.4															
[NCAA Football/Nascar]															
4	WCPO	09/21/12-09/22/12		SA 7-730p	658-730p		-----Sa--	:30	\$600.00		0.00	NM			
Ⓜ MG for 15.3 09/22															
16	WCPO	09/19/12	09/19/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	--W----	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$725.00		0.00						
17	WCPO	09/18/12	09/20/12		CM	M-F 730-8p	-T-T---	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00



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Advertiser Priorities USA Action Product Issue. PUSA TV 9.18 to 9.24 Estimate # 1561

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 730-8p 730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- T- T- - -					2	\$800.00		0.00			
18	WCPO	09/19/12	09/21/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	- - W- F- -	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W- F- -					2	\$500.00		0.00			
19	WCPO	09/22/12	09/22/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	- - - - - S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S-					1	\$500.00		0.00			
20	WCPO	09/23/12	09/23/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	- - - - - S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S					1	\$450.00		0.00			
21	WCPO	09/18/12	09/24/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	M-TWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- T- T- - -					2	\$300.00		0.00			
		Week: 09/24/12	09/30/12	- - - - -					0	\$0.00		0.00			
22	WCPO	09/24/12	09/24/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	M- - - - -	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$225.00		0.00			
23	WCPO	09/24/12	09/24/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	M- - - - -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$500.00		0.00			
24	WCPO	09/24/12	09/24/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$600.00		0.00			
													Totals	28	\$15,700.00